

# Vijayanagara Sri Krishnadevaraya University

## Department of Studies in Commerce

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### **Syllabus for Entrance Test for Admission to Ph.D Programme in Commerce**

[ComPET (Commerce Ph.D Entrance Test) Paper is for 100 marks consisting of 100 Multiple Choice Questions (40 questions on Research Methodology and 60 questions on domain knowledge), each question carries one mark]

#### **I. Research Methodology (40 Marks)**

**Unit 1:** Introduction: Research: Objectives - Relevance - Classification - Process and Steps involved. Problem: Identification - Steps involved in the selection. Ethics in research, Review of Literature.

**Unit 2:** Research Design: Introduction - Classification - Types - Factors – Problem Selection - Steps - Criteria of a Good Research Design.

**Unit 3:** Data Collection, Levels of Measurement & Scaling Collection of primary and secondary data- methods, collection tools -sampling techniques - Measurement Levels/Scales – Scaling, Techniques.

**Unit 4:** Hypothesis Testing: Hypothesis: Meaning - Types – Characteristics. Hypothesis Testing: Procedure - Steps. -Parametric and Non-parametric tests: T- Test - F- Test - Chi Square Test - ANOVA (One Way ANOVA, Two Way ANOVA).

**Unit 5:** Processing and Data Analysis: Data Processing, Editing, Coding, Tabulation, Techniques of data analysis, operations, problems, elements, types of analysis.

**Unit 6:** Report Writing: Significance, different steps of report writing, layout of research report, types of reports, Mechanics of writing a research report, precautions of research report.

#### **II. Accounting and Auditing (10 Marks)**

**Unit 1:** Accounting, Meaning, Functions, Scope and Significance of Accounting, Accounting Principles, Concepts and Conventions, Capital and Revenue Transactions; Rectification of Errors; An overview of Indian Accounting Standards (IndAS) and International Financial Reporting Standards (IFRS); Preparation of Financial Statements of Trading and Non-Trading Concerns.

**Unit 2:** Partnership and Corporate Accounting: Partnership Accounting – Admission, Retirement, Death of Partner and, Dissolution and Insolvency of partnership firms; Corporate Accounting – Issue, forfeiture and reissue of shares, liquidation of companies, acquisition, merger, amalgamation and reconstruction of companies, holding company accounts; Branch Accounts and Consignment Accounting.

**Unit 3:** Cost and Management Accounting: Elements of cost, Classification of costs, Marginal Costing and Break-Even Analysis; Standard Costing; Budgetary Control; Process Costing; Activity-Based Costing (ABC), Costing for Decision Making; Life Cycle Costing, Target Costing, Kaizen Costing and JIT; Cost Accounting Standards; Cost Audit under Companies Act, 2013; Ratio Analysis, Funds Flow and Cash Flow analysis.

**Unit 4:** Contemporary Issues in Accounting: Human Resources Accounting; Social accounting; Inflation Accounting; Creative Accounting; Accounting for Intangible Assets; Forensic Accounting.

**Unit 5:** Auditing: Objectives of Auditing, Classification of Auditing, Company auditor, appointment, qualification, Rights, Duties and Responsibilities of Auditor, Professional Ethics; Independent Financial Audit; Vouching; Verification and Valuation of Assets and Liabilities; Audit of Financial Statements and Audit Report.

**Unit 6:** Recent Trends in Auditing: Management Audit; Energy Audit; Environment Audit; Systems Audit; Safety Audit.

### **III. Financial Management (10 Marks)**

**Unit 1:** Introduction to Financial Management – Introduction, Concept of Financial Management, Importance, Scope, Functions, Financial Goals – Profit Maximisation Vs Wealth Maximisation, Time Value of Money; Reasons for time value of Money, Future Value, Present Value, Net Present Value, Valuation of Bonds and Shares.

**Unit 2:** Cost of Capital – Introduction, Significance, Sources of Finance, Concept of Opportunity Cost, Components of Cost of Capital, Cost of Debt, Cost of Preference Capital, Cost of Equity, Weighted Average Cost of Capital, Retained earnings, CAPM, Flotation costs, Cost of Capital and Investment Analysis.

**Unit 3:** Capital Structure – Meaning of Capital Structure, Determinants, Features of Appropriate Capital Structure, Theories of Capital Structure; Net Income, Net Operating Income, Traditional Approach, Modigliani and Miller Approach, Leverages; Operating Leverage, Financial Leverage, Combined leverage, Leverage and Shareholders returns, EBIT, EPS, Capital Structure Planning and Policy

**Unit 4:** Capital Budgeting Decisions – Introduction, Nature of Investment Decisions, Types of Investment Decisions, Concept of Capital Budgeting, Investment Evaluation Criteria; Determining Cash flows, NPV, Pay Back, IRR, Profitability Index, Accounting Rate of Return, Discounted Payback Period, Complex Investment Decisions, Risk analysis in Capital Budgeting, Capital Investment Planning and Control

**Unit 5:** Working Capital Management – Introduction, Concepts of working Capital; Gross Working Capital, Net Working Capital, Operating and Cash Cycle, Determinants of Working Capital, Estimates of Working Capital Needs, Working Capital Management; Receivable Management, Inventory Management, Cash Management, Financing Working Capital, Working Capital Policy.

**Unit 6:** Dividend Policy – Introduction, Objectives of Dividend Policy, Factors Determining Dividend Policy, Dividends and value of the firm, Forms of Dividend; Dividend Models; Walter’s Model, Gordon’s Model, Bird in the hand Argument, Modigliani Miller Hypothesis, Dividend Policy and Tax Policy, Dividend Policies under uncertainties and Market Imperfections.

#### **IV. Marketing Management (10 Marks)**

**Unit 1:** Marketing: Concept and Approaches; Implications of Marketing; Marketing Mix; Strategic Marketing Planning.

**Unit 2:** Marketing Environment: Dimensions of Marketing Environment; Environmental Analysis, Trends in Marketing Environment.

**Unit 3:** Consumer Behaviour: Meaning and Definitions; Process; Factors influencing on Consumer Behaviour; Models. Concept of Market Segmentation: Advantages and Bases for Segmentation. Target Market and Market Positioning.

**Unit 4:** Product Decisions: Concept; Product Line; Product Mix Decisions; Product Life Cycle; New Product Development; Branding; Labelling; Packaging. Pricing Decisions: Factors affecting Price Determination; Pricing Policies and Strategies.

**Unit 5:** Promotion Decisions: Role of Promotion in Marketing; Promotion Methods- Advertising; Personal selling; Publicity; Sales Promotion Tools and Techniques; Promotion Mix. Distribution Decisions: Channels of Distribution; Channel Management; Logistics Management.

**Unit 6:** Recent Trends in Marketing: Online Marketing; Mobile Marketing; Social Media Marketing; Event Marketing; Green Marketing; Direct Marketing; Rural Marketing; CRM.

#### **V. Human Resource Management (10 Marks)**

**Unit 1:** Introduction: Meaning, Nature, Scope, Functions of HRM, Models of HRM, Importance and Evolution of the concept of HRM, HRM versus Personnel Management, Role of HR

Manager, Skills and Competencies of HR Professionals, Evolving role of HRM in the 21st Century.

**Unit 2:** Human Resources Planning: Meaning, Need and Process of HRP, Factors affecting HRP, HR Forecasting Techniques, Job Analysis, Job Design and Evaluation, Recruitment and Selection - Sources and Techniques, Process and Aims of Recruitment and Selection, Placement, Induction, Human Resource Information System.

**Unit 3:** Human Resource Development: Concept, Orientation, Training and Development - Meaning and Importance of T&D, Needs and Process of Training, Methods of Training, Management Development, Career Development, Succession Planning and Management, Employee Commitment, HRD - Recent developments.

**Unit 4:** Appraising and Managing Performance: Concept, Objectives, Purpose, and Process of Performance Management and Performance Appraisal; Methods of Performance Appraisal, Elements of Effective Performance Appraisal System, Employee Grievances Management, Employee Participation in Decision Making, Recent Trends for Managing Employee Performance.

**Unit 5:** Compensation/Rewards System: Competency-based Pay, Employee Welfare and Working Conditions, Incentives, Pensions and Fringe Benefits, Talent Management, Employee Relations, Employee Engagement, Employee Empowerment, and Recent Trends in Executive Compensation/Reward System.

**Unit 6:** Emerging Trends in HRM: Competency Mapping, Outsourcing and Off Shoring, Rightsizing, International Human Resource Management: Different Approaches to Multinational Staffing Decisions - Expatriation, Repatriation and International Labour Relations, Global Sourcing, Global Training and Development, Emerging Trends in MNC's Business Strategies and HRM Strategies.

## **VI. Business Environment and International Business (10 Marks)**

**Unit 1:** Concepts and Elements of Business Environment: Economic Environment – Economic Systems, Economic Policies (Monetary and Fiscal Policies); Present Banking Environment; Political Environment – Role of government in Business; Legal Environment – Consumer Protection Act, FEMA; Socio-Cultural Factors and their influence on Business; Corporate Social Responsibilities.

**Unit 2:** Meaning, Definitions and Theories of International Trade. Types of International Business, factors influencing on international business, Reasons for the growth and Regulations of international business. Barriers to Trade: reasons for trade barriers, Tariff and Non-Tariff trade barriers, India's foreign trade policy.

**Unit 3:** International Business Environment: Economic Environment, Legal and Political Environment, Social and Cultural Environment, Technological Environment (PEST).

**Unit 4:** Multinational Corporations: Conceptual framework, importance and characteristics of Multinational Corporations; Internationalization process of MNCs, MNCs in India, why firms become multinational enterprises; Entry modes of International Business.

**Unit 5:** Foreign collaborations and alliances, Joint Ventures: Foreign Direct Investment (FDI) – meaning, nature, foreign collaboration and alliances, factors influencing FDI, reasons for FDI, costs and benefits of FDI, present scenario of FDI in India, Make in India – An overview. Regional Trade Agreements: European Union (EU), ASEAN, SAARC, and NAFTA; Importance and Components of Balance of Payments.

**Unit 6:** Institutional framework of International Business: An IBRD, UNCTAD Environmental aspects of International Business-TRIMS, GATS, settlement of international commercial disputes. Overview of WTO, IMF, GATT agreement, TRIPS, disputes; Ethical issues in business.

## **VII. Taxation Law and Practice (10 Marks)**

**Unit 1:** The Indian Tax System - Direct Taxes and Indirect Taxes; Reforms – Income Tax, Customs Duties, Central Sales Tax and State Sales Tax; Implementation of GST in India – Regulatory Framework, Advantages and Disadvantages

**Unit 2:** Income Tax – Important Concepts, Residential Status of Individual and Corporate Assesseees, Incidence of Tax, Provisions of Income Tax Act for computation of income under different heads of income, Tax Planning and Management, Tax Avoidance and Evasion.

**Unit 3:** Exempted Incomes, Clubbing up of Incomes, Set off and Carry forward of losses under different heads of income, and Deductions available under Income Tax Act applicable to Individual and Corporate Assesseees.

**Unit 4:** Income Tax Slabs, Tax Deduction at Source, Tax Collection at Source, Advance Payment of Tax, Due Dates for Payment of Advance Tax, Filing of Returns, Assessment – Types and Procedure.

**Unit 5:** PAN, TAN, Challans for payment of income tax, forms for filing Income Tax Returns, Income Tax Authorities – Powers and Functions.

**Unit 6:** Goods and Services Tax (GST) – Concept, Types of GST, concept of Supply under GST, Registration under GST, Rates of GST, Procedure of Assessment, Filing of Return, GST Network, Authorities. Latest changes in Direct and Indirect Taxes.